

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

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In the Matter of

Annual Assessment of the Status of
Competition in the Markets for the
Delivery of Video Programming

CS Docket No. 97-141

COMMENTS OF DIRECTV, INC.

DIRECTV, Inc. ("DIRECTV") hereby submits the following comments in response to the Commission's Notice of Inquiry ("NOI") in the above-captioned matter.

I. INTRODUCTION & OVERVIEW

As of June 1997, DIRECTV provided direct broadcast satellite ("DBS") service to more than 2.6 million subscribers nationwide.¹ Using three high-powered DBS satellites at 101° W.L., DIRECTV offers approximately 175 channels of digitally-delivered entertainment, educational, and informational programming directly to homes and businesses equipped with the DSS® receiving system, which features satellite dish antennas only 18 inches in diameter.

When DIRECTV first launched its DBS-1 satellite three years ago -- the culmination of ten years and \$750 million worth of effort and investment -- DIRECTV was dedicated to providing consumers with a multichannel video programming distributor ("MVPD") alternative to incumbent cable television operators. Three years and more than 2.6 million subscribers later, DIRECTV remains dedicated to that same goal. And while the last three years

¹ DIRECTV is a DBS licensee and a wholly-owned subsidiary of DIRECTV Enterprises, Inc., which is a majority-owned subsidiary of HE Holdings, Inc., a Delaware corporation.

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have been successful for DIRECTV -- aided significantly by the Commission's continuing commitment to fostering competition to cable television -- neither DIRECTV or DBS has yet achieved a competitive position on par with local cable operators. In fact, the situation has not changed much since last year, when the Commission noted in its 1996 Video Competition Report that "[l]ocal markets for the delivery of video programming remain highly concentrated, and structural conditions remain in place that could permit the exercise of market power by incumbent cable systems."² Until the Commission can accurately conclude that local markets for the delivery of video programming are competitive, the Commission must continue to be vigilant in foreclosing attempts by incumbent cable television providers to reduce competition in the MVPD market.

Even before DIRECTV's first DBS satellite had been launched, the Commission recognized that DBS service had the potential to break cable's hold on the MVPD market.³ The Commission was correct. DBS last year was ranked second only to cable in MVPD subscribership.⁴ Analysts predict that the success of DBS will continue over the next few years as falling equipment prices make DBS equipment more affordable to consumers.⁵ Nevertheless,

² Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, *Third Annual Report*, CS Docket No. 96-133, FCC 96-496, at ¶ 4 (released Jan. 2, 1997) ("1996 Video Competition Report").

³ Competition, Rate Deregulation and the Commission's Policies Relating to the Provision of Cable Television Service, *Report*, MM Docket No. 89-600, 5 FCC Rcd 4962, 5017-18, at ¶ 104 (1990) ("It is thus likely that if DBS service becomes available in the United States, it will have the capacity to compete effectively with cable service, provided it is able to secure adequate programming.").

⁴ 1996 Video Competition Report at ¶ 38.

⁵ Jack Egan, *For Satellite Television, The Limit Is The Sky*, U.S. News and World Report, at 54 (Mar. 3, 1997).

cable interests continue to dominate the MVPD market -- the most telling evidence of which is the rate hikes that have occurred recently in spite of competition from DBS and other non-cable MVPDs.⁶ And recent industry developments do not bode well for MVPD competition.

In particular, the proposed DBS alliance between News Corp. and Primestar will serve only to strengthen cable's dominance and to weaken its competitors in a variety of ways. For example, the News Corp. - Primestar alliance would enable Primestar, a medium-powered direct-to-home entity controlled by the nation's largest cable operators,⁷ to control 28 of the 32 high-powered DBS channels at 110° W.L. -- one of only three orbital locations capable of covering the entire continental United States ("full-CONUS"). This development will enhance the local market dominance of cable rather than promote MVPD competition. Primestar never has sought to compete with local cable systems, and simply will use the national distribution capabilities of high-power DBS to complement, rather than compete with, cable service.

The News Corp. - Primestar alliance also raises serious media concentration concerns. The cable owners of Primestar collectively account for more than half of the 65 million cable homes in the United States, and Primestar's two largest owners, TCI and Time

⁶ *Cable: Paying Green, Seeing Red*, The Washington Post, June 4, 1997, at A22; Todd J. Gillman, *Council Approves Jump In Cable Rates; TCI Unmoved By Threat To Cancel Franchise*, The Dallas Morning News, May 29, 1997, at 27A; Manuel Perez-Rivas, *Cable Rates Not a Hit in Montgomery; Duncan Vows to File FCC Appeal Over 9.5% Price Increase*, The Washington Post, May 22, 1997, at A1; *TCI to Raise Its Cable Rates*, The Los Angeles Times, March 14, 1997, at D4; *see also* Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, *Notice of Inquiry*, CS Docket No. 97-141, FCC 97-194, at ¶ 7(g) (released June 6, 1997).

⁷ The Primestar partners include the nation's top five cable multiple system operators (MSOs): TCI, Time Warner, MediaOne (formerly Continental Cablevision), Comcast, and Cox.

Warner, control a tremendous number of media distribution outlets and amount of content.⁸ For its part, News Corp. controls or holds a significant interest in a television network, 22 television stations, a major movie studio, a major book publisher, the *New York Post*, *TV Guide*, regional cable sports networks, and a number of cable television channels, including FX and the Fox News Channel. Indeed, even before News Corp.'s recent agreement to add The Family Channel, the ninth largest cable network, to its media empire, News Corp. called itself "the world's most vertically integrated media company."⁹

Obviously, such concentration raises vast opportunities for anticompetitive harm to the MVPD industry.¹⁰ Primestar and its cable MSO owners previously have been accused of engaging in anticompetitive conduct to make it "more difficult for other potential DBS competitors to obtain programming,"¹¹ and recent decisions by the Commission suggest that cable operators continue to exert their market power to deny program access.¹² Furthermore, a

⁸ Time Warner's holdings include a television network, a major movie studio, *Time*, *People*, *Sports Illustrated*, *Fortune*, several book publishers and music companies, and numerous cable television channels, including CNN, Headline News, HBO, Cinemax, TNT, and Cartoon Network. TCI has major ownership interests in more than 90 cable programming services, including Discovery Channel, Learning Channel, BET, QVC and Encore.

⁹ News Corp. 1996 Annual Report.

¹⁰ Steve Pearlstein and Mike Mills, *Telecommunications Deals Set Off Antitrust Alarms: Some Say AT&T, News Corp. Plans Go Too Far*, *The Washington Post*, May 29, 1997, at E1.

¹¹ Proposed Final Judgment and Competitive Impact Statement, 58 Fed. Reg. 33944, 33949 (June 22, 1993).

¹² Two recent decisions by the Cable Services Bureau demonstrate that cable operators continue to exert their market power to restrict program access. See *Bell Atlantic Video Services Company, Memorandum Opinion and Order*, DA 97-1452 (released July 11, 1997); *Classic Sports Network, Inc., Memorandum Opinion and Order*, DA 97-1498.

merged News Corp. - Primestar entity potentially could be able to prevent competitors from distributing News Corp. - controlled programming, since existing program access rules generally apply only to vertically integrated satellite cable programmers and cable operators, and thus may not apply to News Corp.¹³ And the merger raises an enormous potential for anticompetitive cross-subsidization and joint marketing of cable and DBS services.

As it examines such competitive developments, the Commission should continue to monitor carefully the efforts of cable operators and others that would wield their market power to undermine emerging MVPD competition. Where necessary, the Commission should intervene and exercise its regulatory powers to preserve and promote MVPD competition.

In addition, the Commission should consider ways to address potential “loopholes” in its program access rules that can cause much anticompetitive mischief. MVPDs continue to experience difficulties in obtaining access to certain programming, such as sports programming, that is indispensable to their ability to compete against cable operators. While the program access rules generally are a very important and effective tool for MVPDs to gain access to the programming they need to survive, there remain gaps in the rules that can be exploited by those MVPDs that wield market power.

For example, last year the Commission acknowledged that, as fiber-optic wiring becomes cheaper and easier to deploy and use, “delivery of programming by terrestrial means instead of via satellite may permit cable operators to abuse vertical relationships between

¹³ In addition, the merged entity may be able to prevent competitors from carrying the 22 Fox-owned television broadcast stations by signing exclusive carriage agreements, since no existing law clearly prohibits such anticompetitive and anticonsumer conduct.

themselves and programmers.”¹⁴ Although the Commission recognized the possibility that terrestrial delivery could be deployed “for the purpose of evading” the program access rules,¹⁵ it did not have actual evidence that such conduct was occurring. In the event that the Commission considers revisions to the program access rules, it may be appropriate for the Commission to consider again -- and to build a record on -- whether the protections of the program access rules should be extended to cover terrestrially-delivered programming that technically may not fall within the definitions of “satellite cable programming” or “satellite broadcast programming” in Section 628 of the Communications Act.¹⁶

Similarly, the Commission also can and should examine whether and under what circumstances the rules should be extended to encompass acts or practices by non-vertically integrated programmers whose purpose or effect is to deny multichannel video programming distributors the fundamental access to programming they need in order to provide viable competition to cable incumbents. Once again, the Commission recognized last year that denial of access to programming from non-vertically integrated programmers “may inhibit competition in markets for the distribution of video programming.”¹⁷ Given the aforementioned media ownership and programming concentration concerns, it may be appropriate for the Commission to examine and expand the scope of the program access rules to encompass non-vertically integrated programmers. In addition, given that the program access rules will expire in the year

¹⁴ 1996 Competition Report at ¶ 153.

¹⁵ *Id.* at ¶ 154.

¹⁶ 47 U.S.C. § 548(i).

¹⁷ 1996 Competition Report at ¶ 157.

2002, the Commission should recommend to Congress that the rules be extended, and that the above changes be incorporated into the statute as necessary.

II. RESPONSE TO DATA REQUESTS

Set forth below are DIRECTV's responses to certain of the specific questions raised in the Commission's NOI. Paragraph numbers correspond to paragraph numbers in the NOI.

6(a). The number of subscribers and the penetration rate.

As of June 1997, DIRECTV provided DBS service to more than 2.6 million subscribers. Overall U.S. penetration is approximately 2.8%, ranging from 1.0% to 10.5% on a state-by-state basis.¹⁸

6(c). The numbers and types of channels offered and the number and types of services offered.

Attached are copies of DIRECTV's most recent programming lineup, sports lineup and residential programming packages.

7(a)-1. To what extent are viewers switching from cable to satellite service and to what extent are satellite customers also simultaneously cable subscribers?

As of the first quarter of 1997, forty-three percent of DIRECTV subscribers were cable subscribers at the time they subscribed to DIRECTV. Fourteen percent of DIRECTV subscribers retained their cable subscriptions, while 29% canceled their cable service. Of the 14% that kept cable service, half reduced their level of service after subscribing to DIRECTV.

¹⁸ This penetration rate is determined by dividing the number of households subscribing to DIRECTV by total households in the United States.

7(a)-2. To what extent are restrictions on the ability of satellite service providers to deliver broadcast signals to subscribers under the compulsory copyright licensing provisions of the Copyright Act influencing the ability of satellite providers to compete?

Unlike cable operators, which may distribute both local network affiliate signals and distant network affiliate signals to their subscribers, DBS providers are precluded from offering distant network affiliates to their subscribers in many areas of the country, and require a clarification of the law at a minimum in order to offer local network affiliate signals to their subscribers. The inability to provide local broadcast channels has a significant detrimental effect on DIRECTV's ability to compete with cable. According to DIRECTV's research, a significant number of people shopping for a DBS system respond that the ability to receive local broadcast channels is *very important*. Yet, DIRECTV effectively is precluded from offering them to a vast majority of its subscribers.

To remedy this problem, DIRECTV believes that the Commission should urge Congress to amend the satellite carrier compulsory licensing provisions of the Satellite Home Viewer Act.¹⁹ Specifically, the compulsory license should be (1) made permanent; (2) clarified to permit the satellite retransmission of local broadcast signals into local markets; (3) revised to eliminate the "white area" restriction, and instead to substitute a surcharge for receipt of network affiliate signals within 35 miles of a local television station's city of license; and (4) revised to eliminate the restriction on receipt of satellite-delivered network affiliate signals by cable subscribers. DIRECTV has recommended that the Copyright Office submit these changes for approval by Congress,²⁰ and urges the Commission to do so as well, in the interests of removing

¹⁹ 17 U.S.C. § 119.

²⁰ See Revision of the Cable and Satellite Carrier Compulsory Licenses, United States Library of Congress, Copyright Office, Docket No. 97-1, Written Testimony of James B.

a significant legal impediment to the full-fledged development of DBS as a robust MVPD competitor to cable.

7(e). We solicit information on video delivery competition for and within multiple dwelling units ("MDUs"). Is competition for or within MDUs more or less robust than competition for individual residential subscribers? What factors influence MDU competition? Are there factors unique to the MDU market that have policy consequences for the regulatory process? What are the public interest consequences of competition for exclusive access to MDUs versus competition within MDUs for subscribers?

Competition for and within MDUs is generally far less robust than competition for individual residential subscribers. DIRECTV's subscriber rates are lower for MDU dwellers because a significant number of them do not have a line-of-sight with DIRECTV's satellites, and therefore require a rooftop-based antenna and coaxial wiring throughout the building before they can receive a DIRECTV signal.

DIRECTV is engaged in an on-going effort to encourage property owners, building owners and alternative video providers to wire entire buildings for DIRECTV services. Unfortunately, the costs of wiring entire buildings has been prohibitive in many cases, in large part because access to the "home run" wiring is not permitted. DIRECTV has urged the Commission to amend its inside wiring rules to allow such access. In addition, access to MDUs is inhibited by cable exclusive contracts which prevent willing building owners from offering DIRECTV to residents. DIRECTV has urged the Commission to strike down such cable exclusive arrangements.²¹

Ramo, DIRECTV, Inc. (April 28, 1997); Reply Comments of DIRECTV, Inc. (June 20, 1997).

²¹ See In the Matter of Telecommunication Service Inside Wiring , Customer Premises Equipment, ES Docket No. 95-184, Comments of DIRECTV, Inc. (Mar. 18, 1996); Reply Comments of DIRECTV (April 17, 1996).

Finally, the Commission has not yet taken full preemptive action with respect to local government restrictions and other restrictive covenants that impair access to over-the-air reception devices. DIRECTV has urged the Commission to extend its "OTARD" rules to renters, as well as to both owners and renters who do not have exclusive use of areas suitable for antenna installation. With regard to the latter group, DIRECTV has urged the Commission to amend Section 1.4000 of its rules to require landlords, condominium associations, and other homeowner groups to provide access to at least two MVPD services to residents who do not have exclusive use of areas suitable for antenna installation.²²

As a consequence of all these impediments, residents of MDUs have not experienced the benefits of competitive DBS services to the same extent as residents of single family dwellings.

8-1. We seek data to update the information we presented about the different transmission facilities used for distribution of multichannel video programming, such as copper wire, coaxial cable, optical fiber, broadcast and other terrestrial radio frequency communications, terrestrial microwave, satellites, and use of the Internet, and how they affect, and are likely to affect, industry structure and competition for the provision of video services.

DIRECTV recently filed an application with the FCC seeking authority to construct, launch and operate an expansion system of six direct broadcast satellites.²³ These satellites will be used to provide additional advanced satellite broadcasting services to consumers. The expansion system will help provide a partial solution to the current BSS/DBS

²² See In the Matter of Preemption of Local Zoning Regulation of Satellite Earth Stations, Implementation of Section 207 of the Telecommunications Act of 1996, IB Docket No. 95-59, CS Docket No. 96-83, Comments of DIRECTV (Sept. 27, 1996).

²³ See Application of DIRECTV Enterprises, Inc. for Authority to Construct, Launch and Operate an Expansion System of Direct Broadcast Satellites (June 5, 1997).

capacity shortage problem, and will enable delivery of an even wider variety of programming and service offerings, including more sports, movies, educational and informational programming, as well as new data and multimedia services. In addition, the expansion system will allow DIRECTV to compete more effectively with cable operators and other terrestrial delivery systems that currently possess or will soon attain the capacity to offer hundreds of digital channels via fiber or coaxial cable.

8-2. We seek information on whether multichannel video distributors are leasing or selling reception equipment to subscribers, and the competitive impact, if any, of these alternatives in markets where direct competition among multichannel video programming distributors exists.

DIRECTV is a service provider only and does not manufacture, sell or lease reception equipment. However, DIRECTV has authorized multiple manufacturers, including Hughes Network Systems, Sony Electronics, Toshiba American Consumer Products, Uniden America Corporation, Thomson Consumer Electronics, Philips Consumer Electronics, Samsung Electronics, Matsushita Electric Corporation of America, Sanyo Electric, Daewoo Electronics and Hitachi Home Electronics, to design, manufacture and distribute DSS® receiving equipment. DIRECTV's authorized manufacturers represent 17 different brands and between 40 and 50 models of product, and in turn distribute their products to more than 26,000 retail outlets and satellite dealers. These outlets include retail chains such as Best Buy, Circuit City, Sears, Costco, WalMart, and Radio Shack, as well as local TVRO retailers, and National Rural Telecommunications Cooperative ("NRTC") satellite dealers.

9. *We seek information on what types of services -- telephony, Internet access, paging, or audio are currently bundled or are planned to be bundled with video for distribution to subscribers, and the extent to which bundled services may affect the relative competitive posture of competing MVPDs.*

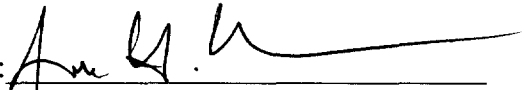
DIRECTV plans to develop a satellite-delivered, PC-based multimedia product that will be available in late 1997 or early 1998. This service will combine website-caching, data transfer, and multimedia capabilities with complete DIRECTV video services. In addition, DIRECTV's affiliate, Hughes Network Systems, has recently announced the launch of DirecDuo, a product that allows the reception of both DIRECTV video services and DIRECPC Internet access services via the use of a single dish (antenna).

23. *We seek data and information here regarding video description that will permit us to provide Congress with additional findings on methods and schedules for providing greater accessibility to persons with visual disabilities.*

DIRECTV has the capability of carrying video description services and transmits such services whenever programmers include it in their feeds.

Respectfully submitted,

DIRECTV, INC.

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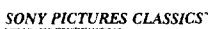
ATTACHMENT A



Programming Lineup▶

Pay Per View

DIRECT TICKET® Pay Per View. Features special events and up to 55 different movies a night. Hit films are available as often as every 30 minutes and can be instantly ordered using the on-screen program guide and remote control. Movie programming is provided by every major Hollywood motion picture studio:



Major event promoters

General Entertainment



Arts & Entertainment Network (A&E). The leader in quality entertainment featuring the best in comedy, drama, documentaries and performing arts. A&E leads the industry in providing programming with educational merit.



Black Entertainment Television (BET). Keeps viewers entertained, educated and excited with hard-hitting news, electrifying music videos, family entertainment and more.



Bravo. Known as "The Film and Arts Network," Bravo features critically-acclaimed American independent and foreign films, Broadway theater, dance, jazz and classical music, documentaries and acclaimed series like *Inside The Actors Studio*.



E! Entertainment Television. The only network devoted exclusively to the world of entertainment. E! features celebrity interviews, previews of the latest movie releases, and original programs such as *Talk Soup*.



THE HISTORY CHANNEL

The History Channel. It's "All of History, All in One Place" with fascinating programs on subjects ranging from American and world history to exploration of politics, entertainment and social history.



Home & Garden Television (HGTV). The only cable network devoted to everything Americans love about home. HGTV focuses on landscaping, remodeling, decorating, hobbies, crafts and home electronics.



Home Shopping Network (HSN). An interactive home shopping service offering a large selection of brand-name merchandise that consumers can purchase in the comfort of their own homes.



PrimeTime 24. Provides network television service to customers in areas of the continental United States that are not served by local broadcast network affiliates or cable. Its eight channels are WJLA (ABC-Washington, DC), KOMO (ABC-Seattle, WA), WRAL (CBS-Raleigh, NC), KPIX (CBS-San Francisco, CA), WNBC (NBC-New York, NY), KNBC (NBC-Los Angeles, CA), FOXNET and PBSNET.



QVC. At-home shoppers will enjoy big savings on big names in fashion, fitness, electronics, home furnishings, jewelry, gifts, tools and more. Airs 24 hours a day, seven days a week.



Superstation TBS. Features an outstanding array of family-oriented programming. See exclusive specials, compelling documentaries and movies, plus professional sports.



Superstation WGN. Well-rounded entertainment from the premier Chicago superstation, including movies, series, news, local sports and popular kids' programming like *The Bozo Show*.



Turner Network Television (TNT). It's big-time entertainment, featuring the greatest movies Hollywood ever made, star-studded original productions, classic kids' shows and action-packed sports.



TV Food Network. Helps viewers master new recipes and cooking techniques, jazz up family meals, learn the latest in healthier cuisine and explore fine restaurants nationwide. Hosts include world-class chefs, restaurateurs, working mothers and celebrities.



USA Network. One of the most popular cable networks in prime time, USA features syndicated dramas like *MacGyver*, *Murder, She Wrote* and *Knight Rider* in addition to comedy programs, variety specials and exclusive sports coverage.

News and Information



America's Health Network. Provides 24-hour health and medical information, including live series like *Ask The Doctor...*, where specialists answer questions from studio audience members and call-in viewers. Also features *Health IQ* quizzes and *HealthNews* segments.



Bloomberg Information TV. Provides 24-hour coverage of worldwide business and financial news. Over 50 news bureaus, all major commodities/debt/equity exchanges and the U.S. Chamber of Commerce contribute breaking news stories, statistical data and training seminars.



CHANNEL EARTH

Channel Earth. Devoted exclusively to the residents and businesses of the rural U.S., this network spotlights farmers, ranchers and the agri-business arena. Includes instant updates on agri-news, weather, farm-related trends and politics from Washington, DC, plus market and commodity reports.



CNN. The fastest, most complete 24-hour coverage of breaking news. CNN offers programs ranging from business to sports to entertainment, as well as topical interviews and *Larry King Live*.



CNN International/CNN Financial Network. The best in business and international news on one 24-hour CNN network. **CNNI** features live breaking worldwide news coverage in multilingual formats and global weather and sports updates from 7 p.m. to 7 a.m. ET daily. **CNNfn** delivers 12 hours of comprehensive business and stock market news from 7 a.m. to 7 p.m. ET daily.



CNBC. Financial news highlights dominate the day, while nights include features and discussions of contemporary business issues.



Court TV. The only 24-hour network dedicated to live and taped coverage of courtroom trials. Coverage is supplemented by programs that focus on courts and legal issues from around the world.

C-SPAN C-SPAN2

C-SPAN and C-SPAN2. Unique news and information programming, including 24-hour coverage of important political events from around the nation. C-SPAN offers debate from the floor of the U.S. House of Representatives while C-SPAN2 covers the U.S. Senate.



Fox News Channel (FNC). A 24-hour news-breaking network offering 16 hours of live programming, with continuous news updates from 6 a.m. to 5 p.m. ET, Monday through Friday. Also features hour-long original programming hosted by veteran newscasters Neil Cavuto, Bill O'Reilly, Mike Schneider and Catherine Crier of *The Crier Report*.



Headline News. Every 30 minutes, Turner Broadcasting's 24-hour news service delivers an updated, concise report on the day's top stories in business, sports and entertainment news for the on-the-go viewer.



MSNBC. A revolutionary 24-hour news, talk and information network from NBC and Microsoft. Delivers extensive global and local news coverage, plus 14 hours of original programming daily from such respected anchors as Tom Brokaw, Katie Couric and Jane Pauley.



Newsworld International. The renowned Canadian Broadcasting Corp. supplies 24 hours of international coverage devoted to hard-hitting news and comprehensive current affairs features.



The Weather Channel. Weather watchers can find 24-hour reports on regional and national weather conditions, special weather-related features and reports on unusual weather phenomena.

Sports



Classic Sports Network. The first 24-hour, all-sports television hall of fame, featuring the world's largest library of rare and exclusive programming from the NFL, NBA, NHL, Major League Baseball, classic boxing, Olympic Games, golf, tennis, figure skating, and college football and basketball.



ESPN. America's number-one sports network delivers all sports, all the time, plus diverse sports-related news and information. Features *Sunday Night NFL*, *Major League Baseball* and NCAA basketball.



ESPN2. An exciting, fast-paced mix of sports events, news, information and entertainment, plus pro hockey.



ESPN FULL COURT™ College Basketball. End-to-end coverage of up to 450 college basketball games from the best NCAA Division I collegiate conferences, including Big Ten, Big East, Big 12, ACC, SEC, Atlantic 10, Ohio Valley, WAC, Missouri Valley, Big West, Sun Belt, Conference USA and America East.



ESPN GamePlan™ College Football. Coverage of the country's top-ranked college football games not usually available locally on broadcast TV or cable — up to 10 games every Saturday. Features teams from all the top NCAA Division I collegiate conferences, including Big Ten, Pac 10, Big 12, SEC, ACC, WAC and Big East.



THE GOLF CHANNEL™

The Golf Channel. 24-hour live and tape-delay coverage of world-class U.S. tournaments and international events from Europe, Africa and Australia, plus instructional programs.



MLB EXTRA INNINGS™. The most complete coverage of Major League Baseball available on any mini-dish service, this package offers hundreds of out-of-market regular season pro baseball games.



The Nashville Network (TNN) sports. Wide-ranging programming that includes extensive coverage of the NASCAR racing circuit.



NBA LEAGUE PASS. Up to 1,000 regular season NBA pro basketball games from outside the viewer's local area — as many as 8 games a night. The most complete action available on any mini-dish service.



NewSport. The nation's only 24-hour sports news and information television network. Provides up-to-the-minute news stories and on-screen score updates, plus over 55 hours of live programming each week.



NFL SUNDAY TICKET. Up to 13 out-of-market pro football games from the NFL every Sunday in the regular season — nearly 200 games in all. DIRECTV is the only mini-dish service to carry NFL SUNDAY TICKET.



NHL® CENTER ICE. A package of up to 500 out-of-market regular season NHL pro hockey games. The most complete action available on any mini-dish service.



Outdoor Life Network. Brings scenic outdoor adventure indoors — 24 hours a day. Includes family-oriented "how-to" information for the camper, angler, climber, bicyclist, hunter, photographer, skier, sailor, kayaker and more.



Regional Sports Networks. Up to 24 regional sports networks including the FOX Sports and SPORTSCHANNEL™ networks, providing coverage of hundreds of college sports and pro golf, volleyball, soccer, boxing, wrestling, tennis, and horse and auto racing from around the country. (NFL, NBA, NHL, MLB and ESPN college sports packages sold separately.)



SPEEDVISION

Speedvision. 24 hours of fast-paced programming for auto, boating and aviation enthusiasts. Features vehicle industry news, historical documentaries, instructional programs for the consumer and live racing events from around the world.



Superstation TBS sports. One of America's most popular networks. Includes a wide variety of pro sports and sports specials.



Superstation WGN sports. One of America's favorite superstations, offering great local sports coverage of the Chicago Bulls, Cubs and White Sox.



Turner Network Television (TNT) sports. Great programming includes sports and weekly series, plus the ever-popular *NFL on TNT* and *NBA on TNT*.



USA Network sports. Exclusive programming includes championship tennis and golf events. USA is also the official cable network of the World Wrestling Federation.

Family/Children



Animal Planet. Brings viewers face-to-face with unforgettable creatures from around the globe. Features visits to people and their pets, plus lively shows on the world of nature tailored especially for children.



Cartoon Network. The world's first and only 24-hour network offering 8,500 animated programs from the Hanna-Barbera® libraries, including *Rocky & Bullwinkle*, *The Flintstones* and many more.



Discovery Channel. Explore your world with powerful and insightful news and information documentaries from the worlds of science, nature, medicine and outdoor adventure.



The Disney Channel. Two channels offer quality entertainment for the whole family, featuring animated Disney classics, original series, entertainment specials and movies.



The Family Channel. Highlights positive values and offers a broad mix of original programs and classic favorites for the entire family.



The Learning Channel. Entertaining and informative programming 24 hours a day, including six commercial-free hours of daily programming for pre-schoolers.



Sci-Fi Channel. Features the best of science fiction, science fact, fantasy and horror. With classic and current popular series, original movies and series, animation and documentaries.



TBN (Trinity Broadcasting Network). Serving many denominations, one of America's most-watched religious shows provides a variety of original programs, including Nashville gospel concerts, health and fitness, talk, children's features and services from some of America's largest churches.



TRIO. A family-oriented entertainment service from Canada, featuring drama, arts and journalism.

Movies



American Movie Classics (AMC). The leader in classic Hollywood entertainment, providing commercial-free, uncut classic movies and original programming.



ENCORE HIT MOVIES OF THE '60s, '70s AND '80s. High-quality hit movies presented uncut and commercial-free.

ENCORE WEST. A West Coast feed of ENCORE HIT MOVIES OF THE '60s, '70s AND '80s.



LOVE STORIES—encore 2. Romantic programming that showcases movies with love themes. Now airs 24 hours a day.



WESTERNS—encore 3. Includes films and series about the Western Frontier era such as *The Magnificent Seven* and *The Lone Ranger*.



MYSTERY—encore 4. "Whodunit" programming featuring suspense, intrigue and skulduggery with movies like *Murder on the Orient Express* and series like *Suspense Theatre*.



ACTION—encore 5. Avoiding gratuitous violence, this exciting service highlights fine action movies and series.



TRUE STORIES & DRAMA—encore 6. Caters to viewers' interest in reality-based programming with fact-based stories and movies.



WAM!—encore 7. Specialized for younger viewers (ages 8–16), this-channel provides wholesome family movies and educational programming. Now airs 24 hours a day.



Independent Film Channel (IFC). Features American independent films that may not play in most theaters. Program advisors include top filmmakers like Martin Scorsese. Award-winning film examples include *Remains of the Day*, *The Player* and *Sirens*. Now airs 24 hours a day.



Romance Classics. A 24-hour spotlight on romance featuring classic and contemporary Hollywood films, plus popular TV mini-series of adapted literature and original programming.



STARZ! Four STARZ! premium movie channels provide almost 40 percent of the first-run, top-grossing movies from Hollywood, including films from Touchstone Pictures, Hollywood Pictures and Universal that aren't available on any other premium movie service. STARZ! also features quality selections from independent studios and the ENCORE™ library of over 7,000 titles.



Turner Classic Movies (TCM). 24-hour service with some of the best classic movies culled from vintage RKO, MGM and pre-1950 Warner Bros. films, presented uncut and commercial-free.

Music



Country Music Television (CMT). CMT plays the top 100 contemporary hit country music videos 24 hours a day. Also features interviews with the industry's hottest stars.



MuchMusic. Features 24 hours of leading-edge pictures and sound, including rock, pop and rap music videos, entertainment news and views, fashion, film, art and viewer interaction.



Music Choice (digital audio). 31 channels of commercial-free, digital sound in formats to suit every music lover, from Big Band to Classic Rock, from Jazz to Reggae. An innovative "song identification" feature displays the song title, artist name, album title, record label, catalog number and a toll-free 800 number allowing DIRECTV subscribers to order the CD of the artist they are listening to.



The Nashville Network (TNN). America's top source of country music entertainment offers original concert specials, entertainment news, music videos and exclusive sports coverage.

Special Interest



PLAYBOY TV. Nightly pay per view service offers sophisticated entertainment for adults, including PLAYBOY-produced series and specials ranging from the informative to the sensual.



SPICE. Available in 90-minute pay per view increments, this network offers provocative adult programming featuring exclusive titles.



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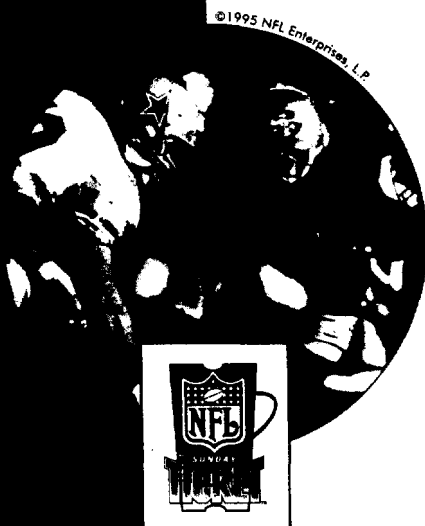
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2230 East Imperial Hwy.
El Segundo, CA 90245**

Blackout restrictions apply to sports programming. To receive sports packages and order pay per view programming with your remote, your DSS® receiver must be continuously connected to your land-based phone line and a DIRECTV subscription is required. A \$5.00 order assistance fee applies to all phone-in orders. Pricing and pay per view programming are for residential viewing only. Programming, pricing, terms and conditions are subject to change. In some limited areas, programming service may be provided by affiliates of the National Rural Telecommunications Cooperative. In these areas, pricing and programming may vary from that described above. Commercial locations require an appropriate license agreement. Commercial signal theft is subject to civil and criminal penalties. ABC, CBS, NBC, FOX and PBS channels are available only from homes (1) which cannot receive an acceptable picture from local ABC, CBS, NBC, FOX and PBS affiliates via a conventional rooftop antenna, and (2) which have not subscribed to cable television within the last 90 days. NFL SUNDAY TICKET is a registered trademark of NFL Enterprises, L.P. NHL, the NHL Shield and CENTER ICE are registered trademarks of the National Hockey League. "MLB," "MLB EXTRA INNINGS," "Major League Baseball" and the Major League Baseball silhouetted batter logo are service marks of Major League Baseball Properties, Inc. Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc. ESPN GamePlan and ESPN FULL COURT subscriptions are subject to applicable sales tax. Schools and games in ESPN GamePlan and ESPN FULL COURT are subject to change and availability. Games carried on regional sports networks, or on regional over-the-air stations, will be available on those regional sports telecasts and not on ESPN GamePlan or ESPN FULL COURT. ESPN GamePlan and ESPN FULL COURT are trademarks of ESPN Enterprises, Inc. ESPN Enterprises is a wholly-owned subsidiary of ESPN, Inc. All other marks are trademarks or service marks of their respective owners. Hardware and programming sold separately. Equipment specifications may vary in Alaska. ©1997 DIRECTV, Inc. DIRECTV, DSS, DIRECT TICKET and "Satellite TV At Its Best" are official trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corp. 3/97 DCM1558

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DIRECTV® Sports Lineup➤



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► **NFL SUNDAY TICKET™**

**Available On Only One Mini-Dish Service — DIRECTV!
Not Available On Cable!**

- Nearly 200 out-of-market regular season NFL football games — as many as 13 games every Sunday*
- \$159.00 for '97 regular season, payable in four interest-free monthly payments of just \$39.75 each
- Commercial package available
- Blackout rules apply; continuous land-based telephone connection required



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► **MLB EXTRA INNINGS™**

**The Most Games Available On A Mini-Dish Service!
Not Available On Cable!**

- Hundreds of out-of-market regular season MLB baseball games — as many as 35 MLB games a week*
- \$139.00 for '97 regular season, payable in four interest-free monthly payments of just \$34.75 each
- Commercial package available
- Blackout rules apply; continuous land-based telephone connection required



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► **NHL® CENTER ICE®**

**The Most Games Available On A Mini-Dish Service!
Not Available On Cable!**

- Up to 500 out-of-market regular season NHL hockey games*
- \$129.00 for '96/'97 regular season, payable in four interest-free monthly payments of just \$32.25 each ('97/'98 pricing to be announced)
- Commercial package available
- Blackout rules apply; continuous land-based telephone connection required



► NBA LEAGUE PASS

**The Most Games Available On A Mini-Dish Service!
Not Available On Cable!**

- Up to 1,000 regular season NBA basketball games from outside the local area — as many as 8 games a night*
- \$149.00 for '96/'97 regular season, payable in four interest-free monthly payments of just \$37.25 each ('97/'98 pricing to be announced)
- Commercial package available
- Blackout rules apply; continuous land-based telephone connection required

► ESPN GamePlan™ College Football

Not Available On Any Other Mini-Dish Service!

- Up to 100 regular season games
- 13 weeks of out-of-market NCAA Division I college football action — up to 10 games every Saturday*
- \$79.00 for '96 regular season, payable in two interest-free monthly payments of just \$39.50 each ('97/'98 pricing to be announced)
- Top conferences include Big Ten, Pac 10, Big 12, SEC, ACC, WAC and Big East
- Commercial package available
- Blackout rules apply; continuous land-based telephone connection required

► ESPN FULL COURT™ College Basketball

Not Available On Any Other Mini-Dish Service!

- Up to 450 out-of-market NCAA Division I college basketball games — as many as 35 games a week*
- \$79.00 for '96/'97 regular season, payable in two interest-free monthly payments of just \$39.50 each ('97/'98 pricing to be announced)
- Top conferences include Big 10, Big East, Big 12, ACC, SEC, Atlantic 10, Ohio Valley, WAC, Missouri Valley, Big West, Sun Belt, Conference USA and America East
- Commercial package available
- Blackout rules apply; continuous land-based telephone connection required

► Cable Sports Networks

- Leading cable sports-dedicated networks like ESPN and ESPN2 are included in most DIRECTV subscription packages
- Sports coverage featured on Superstation TBS, TNT, USA Network, TNN and Superstation WGN, all of which are included in most DIRECTV subscription packages
- The Golf Channel available in Total Choice™ PLATINUM and GOLD programming packages

► Up to 29 Specialty Sports Networks

Included In Total Choice™ PLATINUM And GOLD Programming Packages!

- The Golf Channel
- Classic Sports Network
- NewSport
- Outdoor Life
- Speedvision
- Up to 24 out-of-market regional sports networks (RSNs) including FOX Sports and SPORTSCHANNEL™ networks*
- RSN coverage includes exciting collegiate action plus pro boxing, tennis and golf, soccer, volleyball, horse racing, wrestling and more
- NFL, MLB, NHL, NBA, and ESPN college sports packages sold separately
- Blackout rules apply; continuous land-based telephone connection required

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